

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL LETTER**

**Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): Utility Design
 Original patent application,
 Continuation-in-part application
 Continuation application
 Divisional application

INVENTOR(S): John S. HENDRICKS, et al.

TITLE: METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A SET TOP TERMINAL

Enclosed are:

Specification [Total Pages 79] Drawing(s) (35 U.S.C. 113) [Total Sheets 69]
 Oath or Declaration & Power of Attorney [Total Sheets 2] Copy from a prior application

ACCOMPANYING APPLICATION PARTS

<input type="checkbox"/> Preliminary Amendment	<input type="checkbox"/> Assignment Papers (cover sheet & documents)
<input checked="" type="checkbox"/> Information Disclosure Statement & Form PTO-1449	<input type="checkbox"/> Copies of IDS citations
<input checked="" type="checkbox"/> Return Receipt Postcard	<input type="checkbox"/> Priority Document(s)
	<input type="checkbox"/> Other:

CLAIMS AS FILED						
	Claims Filed	Basic Fee Claims	Extra	Rate		Amount
				Large Entity	Small Entity	
Total Claims	35	20	15	\$ 18.00	\$ 9.00	\$ 270.00
Independent Claims	4	3	1	\$ 86.00	\$ 43.00	\$ 86.00
First Presentation of Multiple Dependent Claims				\$ 290.00	\$ 145.00	\$ 0.00
BASIC FEE				\$ 770.00	\$ 385.00	\$ 770.00
TOTAL FILING FEE						\$ 1,126.00
OTHER FEES						\$ 0.00
TOTAL CHARGES ENCLOSED						\$ 1,126.00

Applicant claims small entity status See 37 CFR 1.27

17858 U.S.PTO
10/724123



120103

Please charge \$ 1,126.00 to cover the filing fees to Dep sit Acc unt No. 50-2849. In the event any variance exists between the amount authorized to be charged, and the actual fees due in this filing, please charge or credit any such variance to Deposit Account No. 50-2849.

PRIOR APPLICATION INFORMATION

This is a request for filing a continuing application under 37 CFR 1.53(b) a

Continuation application of: Divisional application of: Continuation-in-part of:

PENDING PRIOR APPLICATION

Application No.: 08/735,549 Filed: October 23, 1996 Inventor(s): John S. HENDRICKS, et al.

For CONTINUATION OF DIVISIONAL APPLICATIONS ONLY: The entire disclosure of the prior application, from which an oath or declaration is enclosed herewith, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference.

Request for Non-Publication under 35 U.S.C. 122(b).

I hereby certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing.

Respectfully submitted,



John K. Harrop
Attorney/Agent for Applicant(s)
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Date: December 1, 2003

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- Attach as First and Second Pages to Transmitted Papers -